



## Transforming a Community and a State

### **West Lafayette's future success in the 21<sup>st</sup> Century**

As the most densely populated city in Indiana and the 27<sup>th</sup> most densely populated in the U.S., West Lafayette's future plans will:

- promote private investment on the west side that fits the personality of the community, including the need to implement well-managed extensions of a full-range of municipal services to newly developed areas
- enhance Purdue University and Purdue Research Foundation's ability to commercialize by transitioning ideas created at these two institutions into innovative products launched into the worldwide marketplace
- provide a distinct gateway via U.S. 231 to West Lafayette and Purdue University for significant growth opportunities.

An important component of West Lafayette officials' forward-thinking is annexation. The planned annexation provides the opportunity to redefine Indiana's economy: to capture the world's smartest ideas in the State and give them room to grow. An award-winning city West Lafayette, Purdue University and Purdue Research Foundation are one extraordinary community where life-changing differences are made for residents, students and entrepreneurs from around the world.

Major universities are developing models where education and business evolve together. The intellectual capital found at Purdue University and Purdue Research Foundation means endless opportunities exist to capture and optimize future economic development ventures that have the potential to redefine the 21<sup>st</sup> Century.

Instead of being miles away from industries, tomorrow's college classrooms could be adjacent to facilities where ideas are smoothly transitioned into a product or service and inventive minds move fluidly between the creative and the practical. The ability to transfer technology from ideas to products and services will transition Indiana from a manufacturing economy to an *idea economy* where unique 21<sup>st</sup> Century *careers – not just jobs – are born*.

In order to retain the great minds at Purdue University, annexation gives the City room to expand and enhances West Lafayette's attractiveness as a home for Purdue graduates and entrepreneurs. Annexation gives all residents the means to seize opportunities, live, work, raise families and contribute their time, talent and energies to the betterment of society.

### **Connections, benefits**

The partnerships resulting from annexation are intended to significantly elevate the local, regional, national and international brand of the City, University and Purdue Research Foundation, including the need for stronger, accurate identity along I-65 where more than 20 million people pass the current Exit 178 each year and see the misnomer "Purdue Stadium."

The planned annexation creates an environment for enhanced cooperation, conversations and implementation of private investments associated with such opportunities as aeronautics and space (Purdue has graduated 26 astronauts), agri-business interests, pharmaceutical ventures and much more along the U.S. 231 Corridor.

[www.westlafayette.in.gov/annexation](http://www.westlafayette.in.gov/annexation)